ABSTRACT OF THE DISCLOSURE

An online system for generating reports related to consumer product online orders is provided. The system comprises at least one presentation application operable to capture user online session data including a presentation application identifier, session identifier, user data, user click stream data, and product configurations selected by the user. A session report message incorporating the user online session data is generated. The system further comprises a web server in communication with the presentation application and operable to receive the session report message. A report processor is operable to receive the session report message, and storing the user online session data in a report database.